



BSEE POWERPOINT BEST PRACTICES

In a continuing effort to enhance BSEE's professional brand, the attached PowerPoint Template should replace all other versions. Presentations should be produced with the same discipline and care as all other marketing and communication materials.

Using the template

The following instructions are to help you make the best use of the template. There is often more than one way to complete a task in PowerPoint, and so these guidelines are aimed at simplifying your experience, as well as maintaining brand integrity.

The elements on the master slides have been deliberately set up to maintain brand standards and preserve the integrity of the PowerPoint document. These include position, appearance and size of text boxes, page numbers, and bullets.

Please do not adjust the position, appearance or size of these elements. The cover slide, mission slide and end slide should be used "as is" with the exception of the title, name of presenter and date.

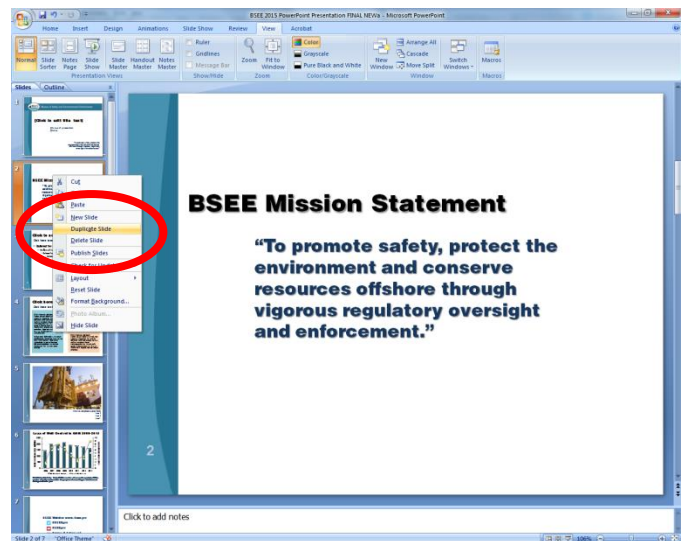
Here are some general guidelines:

- Keep it simple
- Use the appropriate slide master
- Include only relevant visual aids
- Eliminate extraneous content
- Use type no smaller than 18 pt
- Use pre-defined type sizes, colors and charts
- Use only the Switzerland black and Myriad Pro typefaces
- Limit bullets to five or six per slide
- Limit bullets to a single line (if possible)
- Bullets should be duplicated from the template

When slides are used on a screen, having less text is easier to read and more clear when projected. If the slides are to be used for a handheld presentation and not projected, a font size of 16 pt can be used in sub-bullets.

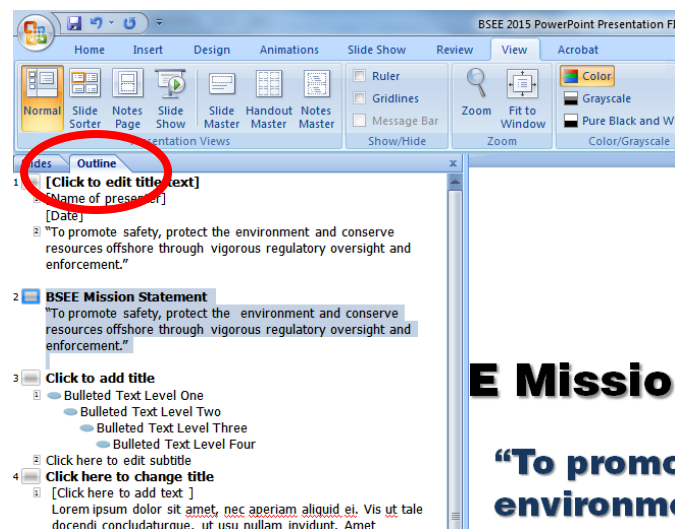
Duplicate instead of insert

When creating a new presentation it is important to use the respective template page to build your new slide, i.e., if you're creating a slide with bullets – right click on the THUMBNAIL of the “bullet” slide on the left hand column and select “duplicate slide” (do NOT use the “new slide” option in the menu) in order to ensure consistency of the design and slide numbering in the presentation.



Replacing Text

Additionally, when adding text, rather than replacing the text directly on the slide - it is most effective if you select the “outline” tab in the left-hand menu above the thumbnails and replace the text there. Text font and size should remain consistent with the respective portion of the template, i.e., titles (Switzerland black 32), subtitles (Myriad Pro (body) 30).



Imagery

When importing new images into your presentations, reducing the size and resolution of those images prior to importation will dramatically reduce your file size. Images saved to 150 dots per inch (dpi) at their final size within the presentation will ensure that they both display and print satisfactorily on digital printers.

For questions or assistance or suggestions to improve user friendliness while you are developing your presentation, please contact Maria Eames, BSEE Visual Design Specialist, (504)736-7503, Maria.Eames@bsee.gov. Once your presentation is finalized, you are welcome to contact Maria to review the formats for consistency. Please try to allow 24 hours for her to review.